



ORDER

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|-----------------------|-----------------------|-----------------|----------------|--------------|------------------|-------------------------------|----------------------|---------------------|-------------------------|----------------|---------------------|--------------|---------|--------------|-------------|------------|-------------|-------------|------|--------------|---------|-----|---|----------|-----|------|----|---|--------|
| Orders | | Order / Rev: | 698915 - 5 | Product Desc: | CROSSROADS GPS | 732 | Flight Dates: | 07/30/12 - 08/06/12 | Original Date / Rev: | 08/07/12 / 08/07/12 | Primary AE: | Jim Quinn | T-PH | NAT | WTLV-TV | | | | | | | | | | | | | | | | |
| Agency | | Name: | Crossroads Media/ POL | Buying Contact: | | | Billing Contact: | | | | Billing Calendar: | Billing Cycle: | Agency Commission: | 15% | Cash | | | | | | | | | | | | | | | | |
| Advertiser | | Name: | Crossroads GPS | Demographic: | A35+ | | Product Codes: | IS-Candidate/Presidential | | | Order Separation: | | | 00:15:00 | | | | | | | | | | | | | | | | | |
| | | Revenue Codes: | AGY, GEN, POL | Priority: | P-3 | | | | | | Advertiser External ID: | | Agency External ID: | | | | | | | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bill Plan | | Start Date | 07/30/12 | End Date | 08/06/12 | # Spots | 41 | Gross Amount | \$36,000.00 | Net Amount | \$30,600.00 | Month | August 2012 | # Spots | 41 | Gross Amount | \$36,000.00 | Net Amount | \$30,600.00 | Rating | 0.00 | | | | | | | | | | |
| Account Executives | | Totals | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Account Executive | | Start Date / End Date | | Sales Office | | Sales Region | | Start Of Order - End Of Order | | Order % | | 100% | | | | | | | | | | | | | | | | | | | |
| Jim Quinn | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Order Share | | Total | | Share | | 31% | | \$36,000.00 | | Market | | 100% | | \$116,129.03 | | | | | | | | | | | | | | | | | |
| Competitive Share | | Total | | Share | | 24% | | \$27,870.97 | | WTEV | | 26% | | \$30,193.55 | | WJXX | | 11% | | \$12,774.19 | | | | | | | | | | | |
| CABLE | | 0% | | \$0.00 | | 8% | | \$9,290.32 | | WAWA | | 0% | | \$0.00 | | WCVJ | | 0% | | \$0.00 | | | | | | | | | | | |
| WJXT | | 0% | | \$0.00 | | 26% | | \$30,193.55 | | WJXX | | 11% | | \$12,774.19 | | WTEV | | 24% | | \$27,870.97 | | | | | | | | | | | |
| Ln | | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | WTLV | 08/03/12 | 08/03/12 | M-F 5-530p | CM | M-F 5p-5:30p | ----F-- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| FIRST COAST NEWS @ 5PM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M-F 5-530pm | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spots/Week | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rating | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 07/30/12-08/05/12 Olympic Late News | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start/End Time | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 \$425.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rating | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weekdays | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Length | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| :30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (\$425.00) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rtg | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Credited | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WTLV 07/30/12-08/05/12 Olympic Late News | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Various | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M-F 5p-5:30p | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| M-F 5p-5:30p | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ----F-- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| :30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$250.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| P-3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FIRST COAST NEWS @ 11PM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spots/Week | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rating | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 07/30/12 - 08/05/12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Description | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start/End Time | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 \$425.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rating | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weekdays | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Length | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| :30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rate | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (\$425.00) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rtg | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Type | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0.00 NM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

WTLV-TV

Crossroads GPS

Advertiser:

Crossroads GPS

Product Desc:

Alt Order #: 6225440

Order / Rev: 698915 - 5

Flight Dates: 07/30/12 - 08/06/12

Estimate: 732

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|-------|--------|
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|-------|--------|

| | | | | | | | | | | | | | | | |
|-----|------|----------|----------|------------|----|--------------|------|-----|---|----------|-----|------|----|---|--------|
| N 2 | WTLV | 08/03/12 | 08/03/12 | M-F 5-530p | CM | M-F 5p-5:30p | ---- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
|-----|------|----------|----------|------------|----|--------------|------|-----|---|----------|-----|------|----|---|--------|

FIRST COAST NEWS @ 5PM

M-F 5-530pm

Week: 07/30/12 08/05/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12-08/05/12 M-F 5-530p

Credited

Week: 07/30/12 08/05/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 08/03/12 08/03/12

M-F 6-7a

CM

6a-7a

Week: 07/30/12 08/05/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 08/03/12 08/03/12

M-F 7-9am

CM

7a-9a

Week: 07/30/12 08/05/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 08/03/12 08/03/12

Olympics Prime

CM

Olympic Primetime

Week: 07/30/12 08/05/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12-08/05/12 Olympics Prime

Credited

Week: 07/30/12 08/05/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

2 WTLV 08/06/12-08/12/12 Olympic Late News

Credited

Week: 07/30/12 07/30/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 08/06/12 08/06/12

M-F 5-6am

CM

5a-6a

Week: 08/06/12 08/12/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M-F 530-6p

CM

M-F 5:30p-6p

Week: 07/30/12 08/06/12

Start Date End Date

Spots/Week Rate

Start/End Time

Weekdays

Description

1 WTLV 07/30/12 08/06/12

M

\$0.00

Crossroads GPS

CROSSROADS GPS

Product Desc:

Estimate:

698915 - 5

62225440

07/30/12 - 08/06/12

Order / Rev:

Alt Order #:

Flight Dates:

[illegible]

AL-ATM

Advertiser:

Product Desc:

Estimate:

732

Crossroads GPS

CROSSROADS GPS

732

Order / Rev: 6988915 - 5

Alt Order #: 6225440

Flight Dates:

07/30/12 - 08/06/12

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|----|----------------|----------|----------------|------------|-------------------|--------|-----|-------|---------------|------|-----|------|-------|-------------|
| Today Show | | | | | | | | | | | | | | | |
| M-F 7-9am | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | ---- | 1 | \$500.00 | 0.00 | | | | | | | | |
| | | 88 WTLV | 08/03/12 | M-F 7-730p | CM | M-F 7p-7:30p | ---- | :30 | 1 | \$700.00P-3 | 0.00 | NM | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | ---- | 1 | \$700.00 | 0.00 | | | | | | | | |
| | | 89 WTLV | 08/03/12 | Olympics Prime | CM | Olympic Primetime | ---- | :30 | 2 | \$5,000.00P-3 | 0.00 | NM | | | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | ---- | 2 | \$5,000.00 | 0.00 | | | | | | | | |
| Totals | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | 41 | \$36,000.00 |

| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |
|-------------------|-----------------|-----------------|-------------------|-------------|---------------|
| Week: 07/30/12 | 08/05/12 | M----- | 1 | \$500.00 | 0.00 |
| Week: 08/06/12 | 08/12/12 | M----- | 1 | \$500.00 | 0.00 |

WTLV-TV

Crossroads GPS

CROSSROADS GPS

Advertiser:

Product Desc:

Estimate:

732

Order / Rev:

698915 - 1

Alt Order #:

6225440

Flight Dates:

07/30/12 - 08/06/12

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|----------|----------|---|-------|-------------------|--------|-----|-------|------------|-----|------|------|-------|------------|
| 13 | WTLV | 07/30/12 | 08/06/12 | M-F 6-7a GOOD MORNING JACKSONVILLE | CM | 6a-7a | M----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 2 | \$1,000.00 |
| 14 | WTLV | 07/30/12 | 08/06/12 | M-F 7-730p WHEEL OF FORTUNE | CM | M-F 7p-7:30p | M----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 2 | \$1,400.00 |
| 15 | WTLV | 07/30/12 | 08/06/12 | M-F 7-9am Today Show | CM | 7a-9a | M----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 2 | \$1,000.00 |
| 16 | WTLV | 07/30/12 | 07/30/12 | Olympics Prime OLYMPICS THE TODAY SHOW | CM | Olympic Primetime | ----- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| 17 | WTLV | 08/04/12 | 08/04/12 | Olympic Late News FIRST COAST NEWS @ 11PM | CM | Various | ----- | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
| 18 | WTLV | 08/04/12 | 08/04/12 | Olympics Weekend AM CM WEEKEND OLYMPICS AM 7/28-8/12 | CM | Sa/Su 6a-12p | ----- | :30 | 3 | \$250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| 19 | WTLV | 08/04/12 | 08/04/12 | Sat 7-730p WHEEL OF FORTUNE | CM | Sat 7p-7:30p | ----- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| 20 | WTLV | 08/04/12 | 08/04/12 | Olympics Prime OLYMPIC PRIME 7/27-8/12 | CM | Olympic Primetime | ----- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| 21 | WTLV | 08/05/12 | 08/05/12 | Olympic Late News FIRST COAST NEWS @ 11PM | CM | Various | ----- | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
| 22 | WTLV | 08/05/12 | 08/05/12 | Olympics Weekend AM CM Olympics Weekend AM 7/28-8/12 | CM | Sa/Su 6a-12p | ----- | :30 | 3 | \$250.00 | P-3 | 0.00 | NM | 3 | \$750.00 |

Spots

Amount

Type

Rtg

Pri

Rate

Spots

Len

Days

Start/End Time

Break

Inventory Code

End

Start

Ch

Ln

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------------------|------|-------------------|----------|---------------------|-------|-------------------|-------------|----------------|-------|------------|------|------------|------|----------|------------|
| 22 | WTLV | 08/05/12 | 08/05/12 | Olympics Weekend AM | CM | Sa/Su 6a-12p | -----S | :30 | 3 | \$250.00 | P-3 | 0.00 | NM | 3 | \$750.00 |
| Olympics Weekend AM | | | | | | | | | | | | | | | |
| WEEKEND OLYMPICS AM 7/28-8/12 | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | -----S | | 3 | | \$250.00 | | 0.00 | | | | | |
| 23 | WTLV | 08/05/12 | 08/05/12 | Olympics Prime | CM | Olympic Primetime | -----S | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| OLYMPIC PRIME 7/27-8/12 | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | -----S | | 1 | | \$3,000.00 | | 0.00 | | | | | |
| E 24 | WTLV | 08/05/12 | 08/05/12 | Meet the Press | CM | 9a-10a | -----S | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| Sun 9-10a | | | | | | | | | | | | | | | |
| MEET THE PRESS | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | -----S | | 1 | | \$500.00 | | 0.00 | | | | | |
| Spot | | Ch | | Date Range | | Description | | Start/End Time | | Rate | | Rating | | | |
| 1 | | WTLV | | 07/30/12-08/05/12 | | Meet the Press | | 9a-10a | | | | Weekdays | | Length | |
| | | | | | | | | | | | | Rate | | Rtg Type | |
| | | | | | | | | | | | | (\$500.00) | | 0.00 NM | |
| See MG 18.4 | | | | | | | | | | | | | | | |
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 25 | WTLV | 08/02/12 | 08/02/12 | Olympic Late News | CM | Various | ---T--- | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
| FIRST COAST NEWS @ 11PM | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$425.00 | | 0.00 | | | | | |
| 26 | WTLV | 08/02/12 | 08/02/12 | M-F 5-6a | CM | 5a-6a | ---T--- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
| GOOD MORNING JACKSONVILLE SUNRISE | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$250.00 | | 0.00 | | | | | |
| 27 | WTLV | 08/02/12 | 08/02/12 | M-F 530-6p | CM | M-F 5:30p-6p | ---T--- | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 1 | \$350.00 |
| FIRST COAST NEWS @ 5:30PM | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$350.00 | | 0.00 | | | | | |
| 28 | WTLV | 08/02/12 | 08/02/12 | M-F 6-630p | CM | M-F 6p-6:30p | ---T--- | :30 | 1 | \$650.00 | P-3 | 0.00 | NM | 2 | \$1,300.00 |
| FIRST COAST NEWS @ 6:00PM | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$650.00 | | 0.00 | | | | | |
| Spot | | Ch | | Date Range | | Description | | Start/End Time | | Rate | | Rating | | | |
| 1 | | WTLV | | 07/30/12-08/05/12 | | M-F 6-6:30p | | | | | | Weekdays | | Length | |
| | | | | | | | | | | | | Rate | | Rtg Type | |
| | | | | | | | | | | | | (\$650.00) | | 0.00 NM | |
| See MG 28.2, 28.3 | | | | | | | | | | | | | | | |
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 2 | WTLV | 07/30/12-08/05/12 | 08/05/12 | NBC Nightly News | M-F | 630p-7p | MTWThF----- | :30 | | \$650.00 | 0.00 | NM | | | |
| Ⓜ MG for 12.1, 28.1 | | | | | | | | | | | | | | | |
| 3 | WTLV | 07/30/12-08/05/12 | 08/05/12 | NBC Nightly News | M-F | 630p-7p | MTWThF----- | :30 | | \$650.00 | 0.00 | NM | | | |
| Ⓜ MG for 12.1, 28.1 | | | | | | | | | | | | | | | |
| 29 | WTLV | 08/02/12 | 08/02/12 | M-F 6-7a | CM | 6a-7a | ---T--- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| GOOD MORNING JACKSONVILLE | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$500.00 | | 0.00 | | | | | |
| 30 | WTLV | 08/02/12 | 08/02/12 | M-F 7-730p | CM | M-F 7p-7:30p | ---T--- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$700.00 | | 0.00 | | | | | |
| 31 | WTLV | 07/31/12 | 07/31/12 | Olympic Late News | CM | Various | -T----- | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
| Olympic Late News | | | | | | | | | | | | | | | |
| Start Date | | End Date | | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |
| Week: 07/30/12 | | 08/05/12 | | ---T--- | | 1 | | \$700.00 | | 0.00 | | | | | |
| FIRST COAST NEWS @ 11PM | | | | | | | | | | | | | | | |

WTLV-TV

Crossroads GPS

Advertiser:

CROSSROADS GPS

Product Desc:

732

Estimate:

Order / Rev:

698915 - 1

Alt Order #:

6225440

Flight Dates:

07/30/12 - 08/06/12

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|-------|--------|
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|------|-------|--------|

| | | | | | | | | | | | | | | | |
|----|------|----------|----------|-------------------|----|---------|---------|-----|---|----------|-----|------|----|---|----------|
| 31 | WTLV | 07/31/12 | 07/31/12 | Olympic Late News | CM | Various | -T----- | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
|----|------|----------|----------|-------------------|----|---------|---------|-----|---|----------|-----|------|----|---|----------|

| | | | | | | | | | | | | | | | |
|-------------------------|----------|----------|---------|------------|---|----------|------|------|--------|--|--|--|--|--|--|
| FIRST COAST NEWS @ 11PM | | | | | | | | | | | | | | | |
| Week: | 07/30/12 | 08/05/12 | -T----- | Spots/Week | 1 | \$425.00 | Rate | 0.00 | Rating | | | | | | |

| | | | | | | | | | | | | | | | |
|----|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|
| 32 | WTLV | 07/31/12 | 07/31/12 | M-F 530-6p | CM | M-F 5:30p-6p | -T----- | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 1 | \$350.00 |
|----|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|

| | | | | | | | | | | | | | | | |
|---------------------------|----------|----------|---------|------------|---|----------|------|------|--------|--|--|--|--|--|--|
| FIRST COAST NEWS @ 5:30PM | | | | | | | | | | | | | | | |
| Week: | 07/30/12 | 08/05/12 | -T----- | Spots/Week | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | |

| | | | | | | | | | | | | | | | |
|---|------|----------|----------|------------|--|--------------|---------|-----|--|----------|--|------|----|--|--|
| 2 | WTLV | 07/30/12 | 08/05/12 | M-F 530-6p | | M-F 5:30p-6p | -T----- | :30 | | \$350.00 | | 0.00 | NM | | |
|---|------|----------|----------|------------|--|--------------|---------|-----|--|----------|--|------|----|--|--|

| | | | | | | | | | | | | | | | |
|------------------------|------|----------|----------|------------|--|--------------|---------|-----|--|----------|--|------|----|--|--|
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 1 | WTLV | 07/30/12 | 08/05/12 | M-F 530-6p | | M-F 5:30p-6p | -T----- | :30 | | \$350.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|-------------|------|----------|----------|------------|--|--------------|---------|-----|--|----------|--|------|----|--|--|
| See MG 32.2 | | | | | | | | | | | | | | | |
| 2 | WTLV | 07/30/12 | 08/05/12 | M-F 530-6p | | M-F 5:30p-6p | -T----- | :30 | | \$350.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|------------------------|------|----------|----------|----------|--|----------|---------|-----|--|----------|--|------|----|--|--|
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 3 | WTLV | 07/30/12 | 08/05/12 | M-F 6-7a | | M-F 6-7a | -T----- | :30 | | \$500.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|-------------------|------|----------|----------|----------|--|----------|---------|-----|--|----------|--|------|----|--|--|
| See MG 34.2, 34.3 | | | | | | | | | | | | | | | |
| 2 | WTLV | 07/30/12 | 08/05/12 | M-F 6-7a | | M-F 6-7a | -T----- | :30 | | \$500.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|------------------------|------|----------|----------|----------|--|----------|---------|-----|--|----------|--|------|----|--|--|
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 3 | WTLV | 07/30/12 | 08/05/12 | M-F 6-7a | | M-F 6-7a | -T----- | :30 | | \$500.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|-------------------|------|----------|----------|----------|--|----------|---------|-----|--|----------|--|------|----|--|--|
| See MG 39.1, 34.1 | | | | | | | | | | | | | | | |
| 3 | WTLV | 07/30/12 | 08/05/12 | M-F 6-7a | | M-F 6-7a | -T----- | :30 | | \$500.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|----|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|
| 35 | WTLV | 07/31/12 | 07/31/12 | M-F 7-730p | CM | M-F 7p-7:30p | -T----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
|----|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|

| | | | | | | | | | | | | | | | |
|------------------|----------|----------|---------|------------|---|----------|------|------|--------|--|--|--|--|--|--|
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| Week: | 07/30/12 | 08/05/12 | -T----- | Spots/Week | 1 | \$700.00 | Rate | 0.00 | Rating | | | | | | |

| | | | | | | | | | | | | | | | |
|----|------|----------|----------|-------------------|----|---------|---------|-----|---|----------|-----|------|----|---|----------|
| 36 | WTLV | 08/01/12 | 08/01/12 | Olympic Late News | CM | Various | -T----- | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
|----|------|----------|----------|-------------------|----|---------|---------|-----|---|----------|-----|------|----|---|----------|

| | | | | | | | | | | | | | | | |
|-------------------------|----------|----------|---------|------------|---|----------|------|------|--------|--|--|--|--|--|--|
| FIRST COAST NEWS @ 11PM | | | | | | | | | | | | | | | |
| Week: | 07/30/12 | 08/05/12 | -T----- | Spots/Week | 1 | \$425.00 | Rate | 0.00 | Rating | | | | | | |

| | | | | | | | | | | | | | | | |
|----|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|
| 37 | WTLV | 08/01/12 | 08/01/12 | M-F 5-530p | CM | M-F 5p-5:30p | -T----- | :30 | 1 | \$250.00 | P-3 | 0.00 | NM | 1 | \$250.00 |
|----|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|

| | | | | | | | | | | | | | | | |
|------------------------|----------|----------|---------|------------|---|----------|------|------|--------|--|--|--|--|--|--|
| FIRST COAST NEWS @ 5PM | | | | | | | | | | | | | | | |
| Week: | 07/30/12 | 08/05/12 | -T----- | Spots/Week | 1 | \$250.00 | Rate | 0.00 | Rating | | | | | | |

| | | | | | | | | | | | | | | | |
|-------------|------|----------|----------|------------|--|--------------|---------|-----|--|----------|--|------|----|--|--|
| See MG 37.2 | | | | | | | | | | | | | | | |
| 1 | WTLV | 07/30/12 | 08/05/12 | M-F 5-530p | | M-F 5p-5:30p | -T----- | :30 | | \$250.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|------------------------|------|----------|----------|------------|--|--------------|---------|-----|--|----------|--|------|----|--|--|
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 2 | WTLV | 07/30/12 | 08/05/12 | M-F 5-530p | | M-F 5p-5:30p | -T----- | :30 | | \$250.00 | | 0.00 | NM | | |

| | | | | | | | | | | | | | | | |
|-----------------------|------|----------|----------|------------|----|--------------|---------|-----|---|----------|-----|------|----|---|----------|
| See MG for 37.1 08/01 | | | | | | | | | | | | | | | |
| 38 | WTLV | 08/01/12 | 08/01/12 | M-F 530-6p | CM | M-F 5:30p-6p | -T----- | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 1 | \$350.00 |

| | | | | | | | | | | | | | | | |
|---------------------------|----------|----------|---------|------------|---|----------|------|------|--------|--|--|--|--|--|--|
| FIRST COAST NEWS @ 5:30PM | | | | | | | | | | | | | | | |
| Week: | 07/30/12 | 08/05/12 | -T----- | Spots/Week | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | |

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating | | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|--|--|--|--|--|--|--|--|

| | | | | | | | |
|----------|----|-------|---|----------|------|------|--------|
| 08/01/12 | CM | 6a-7a | 1 | \$350.00 | Rate | 0.00 | Rating |
|----------|----|-------|---|----------|------|------|--------|

WTLV-TV

Crossroads GPS

Advertiser:

CROSSROADS GPS

Product Desc:

698915 - 1

Order / Rev

6225440

All Order #:

07/30/12 - 08/06/12

Flight Dates:

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------------------|------|----------------|----------|---------------------|-------------|---------------------|----------|--------|-------|-------------|-----|------|------|-------|------------|
| 39 | WTLV | 08/01/12 | | M-F 6-7a | | | --W---- | :30 | | \$500.00 | | | | | |
| GOOD MORNING JACKSONVILLE | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | --W---- | | 1 | \$500.00 | 0.00 | | | | | | | |
| | | Spot | Ch | Date Range | Description | Start/End Time | | | | | | | | | |
| | | 1 | WTLV | 07/30/12-08/05/12 | M-F 6-7a | 6a-7a | | | | | | | | | |
| See MG 34.2,34.3 | | | | | | | | | | | | | | | |
| [Per Management (Sam)] | | | | | | | | | | | | | | | |
| 40 | WTLV | 08/01/12 | 08/01/12 | M-F 7-730p | CM | M-F 7p-7:30p | --W---- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | | \$700.00 |
| WHEEL OF FORTUNE | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | --W---- | | 1 | \$700.00 | 0.00 | | | | | | | |
| 41 | WTLV | 08/01/12 | 08/01/12 | Today Show | CM | 7a-9a | --W---- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | | \$500.00 |
| OLYMPICS THE TODAY SHOW | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | --W---- | | 1 | \$500.00 | 0.00 | | | | | | | |
| 42 | WTLV | 08/01/12 | 08/01/12 | Olympics Prime | CM | Olympic Primetime | ---W---- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | | \$3,000.00 |
| OLYMPIC PRIME 7/27-8/12 | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | --W---- | | 1 | \$500.00 | 0.00 | | | | | | | |
| 43 | WTLV | 08/04/12 | 08/04/12 | Olympics Weekend DT | CM | Olympics Weekend DT | -----S- | :30 | 3 | \$900.00 | P-3 | 0.00 | NM | | \$2,700.00 |
| Olympics Weekend DT | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | -----S- | | 3 | \$900.00 | 0.00 | | | | | | | |
| 44 | WTLV | 08/05/12 | 08/05/12 | Olympics Weekend DT | CM | Olympics Weekend DT | -----S | :30 | 3 | \$900.00 | P-3 | 0.00 | NM | | \$2,700.00 |
| Olympics Weekend DT | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | -----S | | 3 | \$900.00 | 0.00 | | | | | | | |
| 45 | WTLV | 07/30/12 | 08/03/12 | Olympics Weekday DT | CM | Olympics Weekday DT | MTWTF-- | :30 | 4 | \$350.00 | P-3 | 0.00 | NM | | \$1,400.00 |
| Olympics Weekday DT | | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | Rate | Rating | | | | | | | |
| | | Week: 07/30/12 | 08/05/12 | MTWTF-- | | 4 | \$350.00 | 0.00 | | | | | | | |
| Totals | | | | | | | | | | | | | | | |
| 58 | | | | | | | | | | \$41,950.00 | | | | | |